



Five Flags Civic Center Advisory Commission Meeting Monday July 25, 2016

Approved by Commission September 26, 2016
McKenzie Hill, Rod Bakke, Bryce Parks, Tyler Daugherty

COMMISSIONERS PRESENT:

COMMISSIONERS ABSENT:

STAFF PRESENT: HR Cook, Shaun Rice, Kelly Spreitzer

OTHERS PRESENT:

**MINUTES
APPROVED;
VOTE:** Commissioner Bakke motioned and Commissioner Parks seconded, to approve the minutes of the June 13, 2016 meeting. The motion passed unanimously.

NEW BUSINESS: Commissioner Hill administered Commissioner Bakke's Oath of Office. Commissioner Bakke administered Commissioner Hill's Oath of office.

OLD BUSINESS: General Manager, HR Cook stated that the City Arts Study was completed and not much pertained to Five Flags other than the artwork kept in the building and that the venue is the largest in the city for gatherings. Commissioner parks mentioned that they are more valuable in Dubuque than anywhere else. Commissioner Hill commented that Marie Ware would be given time to talk about the study when she arrived for the meeting.
HR Cook stated that he and Marie Ware will be exploring which company to undertake the study and mentioned that they will look at many aspects of the venue including architecture, marketing and clients.

**MARKETING
PROMTIONS &
EVENTS REPORT:** Marketing coordinator, Kelly Spreitzer, reported on past months marketing initiatives and highlights. Printed copies of the report were included in the commission packet. She also commented on booking initiatives which included the November Chase Rise concert and a sporting event which will be publicly announced in about two weeks. It was also noted that Rising Star theater company had their best attended show in recent memory with Beauty and the Beast. They are preparing for Seussical the Musical and hope for similar attendance. Lastly Kelly commented on potential partnerships with a local beverage distributor as well as a new Five Flags Center website and logo.

HR Cook explained that Saffire will be providing the website and logo work. They are an SMG preferred vendor who has done much work in the events industry and has worked for other venues. He also mentioned that the Chase Rice concert is an effort between three entities, Mammoth Live, Live Nation, and Five Flags. Mammoth has never been in the market, though Live Nation had with Band Perry. The show is tracking to be near sell out has good potential to bring two more promotion companies into the market. Five Flags is planning some new digital marketing initiatives to increase attendance.

HR Cook discussed initiatives to get a bank partnership which could include concession discounts, pre-sale opportunities and signage in the building.

**OPERATIONS
REPORT:**

Director of Events and Operations, Shaun Rice, reported on operations activities for the past months in the areas of Safety Committee meetings; routine maintenance; technical operations; and CIP activity. Printed copies were included with the commission packet.

**STAFF
DEVELOPMENT
REPORT:**

Staff updates and activity occurring during the past months and details were included in the commission packet.

**FINANCIAL
REPORT:**

HR Cook informed the commission that the building had met the budget with a close margin. The financial packet was included in the commission packet. He commented that the staff did a great job in his medical absence keeping costs down and finding revenue.

OTHER BUSINESS:

HR Cook commented that the building will be bringing back Dippin Dots and is now providing Nathan's Hot Dogs instead of the previous version.

HR Cook explored the rise of E-Sports in the event venue industry. Five Flags has had a local vendor tour the building to see what it would take for a boostable bandwidth via fiber optic networks.

Commissioner Bakke asked about the progress on the feasibility study for the building. Mr. Cook said that progress will start on it soon as the city had been waiting for completion of the arts study as one may impact the other.

Shaun Rice recently attended the Tri-state Presenters Conference at University of Dubuque in June. They are a talent buyer group of primarily educational facilities which was able to preview available talent that will be in the area. Group members partner to book multiple show dates thereby providing a lower individual show cost. Five Flags plans to join Tri-State Presenters this year.

**ADJURN;
VOTE:**

Motion to adjourn was made by Commissioner Bakke, seconded by Commissioner Parks. The motion passed unanimously.

NEXT MEETING:

Next bi-monthly meeting held in the General Manager's Office on Monday September 26, 2016 at 3:30PM. Five Flags staff will place an email "Thursday before" to remind commissioners of the meeting.